

PHOENIX MARKETING &

RESEARCH, INC.

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September 8, 1994

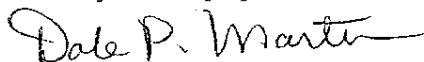
Jose Fontanez
Manager Community Events
Philip Morris USA
120 Park Avenue
New York, New York 10017

Dear Jose,

The following information details our efforts on behalf of the Benson & Hedges brand at the African Festival in New Orleans. We utilized 144 labor hours and the sign in sheets are included.

Thank you for the opportunity to be of service to you and the Benson & Hedges brand. If you have any questions please feel free to call me.

Very truly yours,



Dale P. Martin
Account Manager

DPM/bh

cc: Yvette Robinson

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COMMUNITY EVENTS MARKETING
 PACK SALES
 REGISTER REPORT
 AFRICAN FESTIVAL NEW ORLEANS, LA.

| PLU # | ITEM | SOLD | TOTAL |
|--------------------------|-----------------------------|------|--------|
| 27 | PICTURE FRAME (1 PACK) | 18 | 36.00 |
| 23 | CASSETTE CASE (1 PACKS) | 25 | 50.00 |
| 19 | HAT (2 PACKS) | 55 | 110.00 |
| 15 | CASSETTE HOLDER (2 PACKS) | 0 | .00 |
| 11 | WINE COOLER (2 PACKS) | 17 | 36.00 |
| 07 | WINE BAG (2 PACKS) | 18 | 38.00 |
| 03 | T-SHIRT (2 PACKS) | 23 | 58.00 |
| 04 | TOTE BAG (2 PACKS) | 11 | 44.00 |
| 12 | CHEESE BD & KNIFE (1 PACKS) | 2 | 4.00 |
| 16 | DUFFLE BAG (3 PACKS) | 11 | 88.00 |
| 20 | COFFEE SET (5 PACKS) | 30 | 30.00 |
| 08 | PORTFOLIO (3 PACKS) | 8 | 60.00 |
| TOTAL | | | 554.00 |
| PRODUCT COST | | | 446.58 |
| SALES TAX (NO STATE TAX) | | | .00 |
| BALANCE | | | 107.42 |

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COMMUNITY EVENTS MARKETING
 BENSON & HEDGES
 CARTON BREAKDOWN
 AFRICAN FESTIVAL, NEW ORLEANS, LA.

| BRAND | ORDERED | SOLD |
|------------------------------|---------|------|
| FULL FLAVOR B & H 100'S | 5 | 2 |
| FULL FLAVOR B & H M 100'S | 10 | 8 |
| LIGHT B & H 100'S | 5 | 2 |
| LIGHT B & H MEN 100'S | 10 | 4 |
| DELUXE ULTRA B & H 100'S | 5 | 1 |
| DELUXE ULTRA B & H MEN 100'S | 5 | 3 |
| LIGHT BOX B & H | 5 | 2 |
| LIGHT BOX B & H MENTHOL | 5 | 3 |
| FULL FLAVOR BOX B & H | 5 | 1 |
| FULL FLAVOR BOX B & H MEN. | 5 | 4 |
| TOTAL : | 60 | 44 |

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COMMUNITY EVENTS MARKETING

PACK SALES PROGRAM

NAME GENERATION

AFRICAN FESTIVAL, NEW ORLEANS, LA.

ITEM

DISTRIBUTED

LIGHTERS :

370

NAME GENERATION :

350

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COMMUNITY EVENT MARKETING

PACK SALE PROGRAM

EXIT INTERVIEWS

AFRICAN FESTIVAL, NEW ORLEANS, LA.

The event in New Orleans not well attended. Pack sales were
slow throughout the event. Name generation was also slow at this
event.

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